

September 3, 1945

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, AUGUST 31, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday August 31 10:15 A.M.	RADIO INTERVIEW WITH MILLINERY DESIGNER "Millinery Inspired By Scenic Beauties of American Landmarks"	DOROTHY DAY'S PROGRAM will be the subject of a radio interview with Lenesta (15 East 53rd St.), designer of hats, on Dorothy Day's Program. Publicity: Hilda Kassell, PL. 5-5319.	STATION WINS (1000 On Dial)
Beginning Friday August 31	MINIATURE ROOMS ON DISPLAY An exhibition of modern and traditional settings and decoration, dramatized in a series of miniature rooms. Furnishings and architectural detail were designed by summer students in Interior Decoration at Traphagen. Open to public Monday through Friday 9:00 A.M. to 9:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Friday August 31	OPENING DATES FOR COUTURE COLLECTIONS Opening dates for Paris couture collections have been set: Aug. 31-- Madeleine De Rauch; Sept. 3--Jacques Fath; Sept. 4--Lelong; Sept. 5-- Paquin, Molyneux; Sept. 6--Worth, Patou, Lanvin; Sept. 7--Dormoy, Ricci; Sept. 8--Maggy Rouff; Sept. 10--Heim; Sept. 11--Bruyere, Piguet; Sept. 12--Mad Carpentier; Sept. 13--Roches, Balenciaga; Sept. 14-- Schiaparelli, Gres; Sept. 15--Marcelle Chaumont.	PARIS COUTURIERS	PARIS, FRANCE

WEEK BEGINNING MONDAY, SEPTEMBER 3, 1945

Sept. 3	LABOR DAY (Monday) -- Stores closed.		
Tuesday Sept. 4 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS A collection of suits, dinner gowns, and daytime ensembles will be re- viewed by the invited press. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR
Tuesday Sept. 4 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER SHOES Delman's advance collection of Fall and Winter shoes will be presented promptly at 2:30 P.M. Press by invitation only. Publicity: Viola Shefer, PL. 3-3173.	DELMAN, INC.	SHERRY-NETHERLANDS BALINESE SUITE
Tuesday Sept. 4 4:00 P.M.	ANNUAL "PINK CHAMPAGNE PARTY" A Press Preview of luxurious fur fashions, the annual "Pink Champagne Party" that Russeks' Wholesale department gives for the press each year, presenting special fur fashions created in the design studio. Strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
PRESS OPENINGS: FALL CUSTOM-ORDER "ORIGINALS"			
	Showings of the custom-made Dress Collections are <u>open only to</u> <u>those members of the Press specifically notified and invited.</u>		
Wednesday... Sept. 5	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday... Sept. 5	<u>BERGDORF GOODMAN</u> At 5:00 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday.... Sept. 6	<u>JAY THORPE</u> At 11:00 A.M.	24 WEST 57TH ST. PUBL.: JOSEPHINE NEVINS	CI. 7-4300
Thursday.... Sept. 6	<u>MILGRIM</u> At 3:00 P.M.	6 WEST 57TH ST. PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday..... Sept. 11	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST. PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday... Sept. 12	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE. PUBL.: DORIS BARTNETT	EL. 5-6800

Wednesday Sept. 5	SUB-DEB FASHION WALK-AROUNDS	L. BAMBERGER & CO. NEWARK, N. J.	10TH FLOOR RESTAURANT
12:00 P.M.- 2:30 P.M.	There will be Sub-Deb fashion walk-arounds between 12:00 P.M. and 2:30 P.M. At 7:30 P.M., a Sub-Deb lecture and demonstration, presented by DuBarry, in the Alcove Room, 10th floor. Open to public. Publicity: Mary Grizzard, Market 2-1212, Ext. 2312.		
Wednesday Sept. 5	PRESS PREVIEW AND OPENING OF LE SALON	THE TAILORED WOMAN	1 WEST 57TH STREET 5TH FLOOR
4:00 P.M. Cocktails	A press preview of The Tailored Woman's new fur and custom-order division, showing custom-order originals and a small select group of ready-to-wear fashions and furs. By invitation only. Publicity: Belle Irene Gillis, PL. 2-2500.		
Wednesday Sept. 5	PRESS PREVIEW: CUSTOM ORDER COLLECTION: BERGDORF GOODMAN, 754 FIFTH AVENUE At 5:00 P.M. See above for details.		
Thursday Sept. 6	PRESS PREVIEW: CUSTOM ORDER COLLECTION: JAY THORPE, 24 WEST 57TH STREET At 11:00 A.M. See above for details.		
Thursday Sept. 6	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING	MARJORIE CASTLE	SALON 15 EAST 53RD STREET
1:00 P.M. Luncheon	Fall showing for customers, at a Buffet Luncheon, of the custom-order dress collection designed by Carl Sidney for Marjorie Castle. By invitation only. Contact: Marjorie Castle, PL. 9-4397.		
Thursday Sept. 6	LUNCHEON PRESENTATION: CUSTOM-MADE FASHIONS	ALICE OROVAN 785 FIFTH AVE.	ST. REGIS HOTEL ROOF
1:00 P.M. Luncheon	Alice Orován presents new Fall custom-made fashions during luncheon. Hats by Laddie Northridge. Open to public. Press by invitation. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 10 4:30 P.M. Cocktails	PRESS PREVIEW: NEW LOUNGING FASHIONS Tula will introduce a new idea in lounging fashions for glamour at home or on the town. Press by invitation only. On Wednesday, Sept. 12, there will be a Trade Showing during the cocktail hour (4:30 P.M.) at the Tula Showroom, Stylecraft Lingerie, 105 Madison Ave. Publicity: Christine Ecker, John A. Cairns & Co., AL. 4-7262.	TULA, INC.	HAMPSHIRE HOUSE COTTAGE
Monday Sept. 10 4:30 P.M. Cocktails	PRESS PREVIEW: CUSTOM-MADE COLLECTION Oldric Royce invites the press to the preview of his Fall and Winter Collection, featuring the slim silhouette and introducing the lyre sleeve and Oriental side-drape skirt. Attendance by invitation only. Publicity: Elizabeth Nelson, PL. 3-9185.	OLDRIC ROYCE, INC.	SHOWROOM 16 EAST 52ND STREET
Beginning Monday Sept. 10	SHOWING OF CHRISTMAS LINE OF SPORTSWEAR Robern Sportswear for children will show a Christmas line, featuring all wool and part wool plaids, flannels, shetlands and corduroys in skirts, suits, jumpers, jerkins, and a complete holiday novelty line designed by George Siegel. Sizes range from 1 to 3; 3 to 6; 7 to 14; and cubbies from 7½ to 14½. Contact: Jack Goldman, LO. 5-0533.	ROBERN SPORTSWEAR	534 EIGHTH AVENUE
Tuesday Sept. 11 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS A press breakfast to preview De Pinna's new Fall Collection of town, spectator sports, junior, and debutante fashions. Press by invitation only. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	3RD FLOOR
Tuesday Sept. 11 12:30 P.M. Luncheon	PRESS PREVIEW: CUSTOM-ORDER MILLINERY Presentation of Custom-Order Millinery designed by Tatiana du Plessix and Josephi. <u>Press strictly by invitation.</u> Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE (611 5TH AVENUE)	PLAZA HOTEL WHITE & GOLD SUITE
Tuesday Sept. 11	PRESS PREVIEW: CUSTOM ORDER COLLECTION: STEIN & BLAINE, 15 WEST 57TH ST. At 3:00 P.M. See page 2 for details.	STEIN & BLAINE	15 WEST 57TH ST.
Tuesday Sept. 11 4:00 P.M.	PRESENTATION OF FALL FABRICS AND FASHIONS Semi-annual fabric and fashion picture will be presented to over 1,000 teachers of sewing in public, junior high and high schools in the five boroughs of New York. Plans for Fall sewing projects in the school will be formulated by the teachers, based on information and styles presented by Caroline Hutchins, Director of Simplicity's Educational Department. The Fashion Show will include "back to school" clothes for juniors, teenagers, and misses; dressy and all-occasion outfits; and suggested teachers' wardrobe items. Press by invitation. Publicity: Joan Klein, AS. 4-7570.	SIMPPLICITY PATTERN COMPANY, INC.	ROOSEVELT HOTEL MEZZANINE FLOOR
Wednesday Sept. 12 9:30 A.M. Breakfast	PRESS PREVIEW: NEW FALL FASHIONS The newest in Fall & Winter Fashions will be presented to the press during breakfast. By invitation only. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. 5TH AVE. & 34TH ST.	5TH FLOOR CHARLESTON GARDEN
Wednesday Sept. 12	PRESS PREVIEW: CUSTOM ORDER COLLECTION: BONWIT TELLER, 721 FIFTH AVENUE At 11:00 A.M. See page 2 for details.	BONWIT TELLER	721 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 12 12:30 P.M. Luncheon	ORIGINAL WOMEN'S HAT FASHIONS FOR FALL Introducing original designs of women's hats by Dobbs, hatter to the American family. This luncheon showing will feature the leading Originals that have been designed for Fall 1945, keyed to the tempo of the times, with a wide range of color and trend-setting silhouettes. Commentator: Adelaide Hawley. Press by invitation. Open to public. Publicity: Dorothy Reed, Abbott Kimball, PL. 3-9600.	DOBBS HATS	PIERRE HOTEL COTILLION ROOM
Wednesday Sept. 12 1:00 P.M. Luncheon	FUR FASHIONS SHOWN DURING LUNCHEON A fascinating collection of fur fashions for Fall and Winter will be presented during luncheon. Open to public. Press by invitation. Contact: Dein-Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF AUTUMN WOOLENS Presentation of John Walther's new Fall collection in fashions created by distinguished American designers including Philip Mangone, Vera Maxwell, Jo Copeland, Davidow, Anna Miller, Kraus Originals, and others. Fashions coordinated by Stefan, fashion director of John Walther Fabrics. Press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS INC.	PLAZA HOTEL CRYSTAL ROOM
Wednesday Sept. 12 4:30 P.M. Cocktails	PRESS PREVIEW: MOVIE ON "GOOD GROOMING" An educational movie, presented by Pond's, on "Good Grooming" for teenage girls. Press by invitation only. Publicity: Marcella Holmes, J. Walter Thompson Co., MU. 3-2000.	POND'S EXTRACT CO.	PARK LANE HOTEL 299 PARK AVENUE
Wednesday Sept. 12	TRADE SHOWING: TULA's NEW LOUNGING FASHIONS: STYLECRAFT LINGERIE, 105 MADISON AVENUE, AT 4:30 P.M. COCKTAILS. See page 3 for details.		
Tuesday Sept. 12, Sept. 14, Sept. 15	PARADE OF MANNEQUINS SHOWING FALL FASHIONS A parade of mannequins showing the latest Fall Fashions in the fashion department, 3rd floor, and in the restaurant during lunch. Open to public. Publicity: Mary Grizzard, Market 2-1212, Ext. 2312.	L. BAMBERGER & CO. NEWARK, N. J.	3RD FLOOR RESTAURANT
Wednesday Sept. 12- Sept. 15	THIRD ANNUAL KINGS COUNTY FAIR A bigger and better fair than last year, with more sections, classes, etc. and \$25 War Bond prizes for best entries in each of 6 sections. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 7TH FLOOR
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FUR SHOWING DURING LUNCHEON Fall showing of Gunther's new collection of original fur fashions during luncheon. Open to public. Press by invitation only. Gunther Publicity: Nona James, VO. 5-3440. Plaza Publicity: Bonnie Donahue, PL. 3-1740.	GUNTHER (666 FIFTH AVE.)	PLAZA HOTEL TERRACE ROOM
Thursday Sept. 13 2:30 P.M., 6:30 P.M.	SHOWING OF CLASSICS BY HENRY ROSENFIELD Russeks' "Classic Corner" will feature two special showings of fashions by Henry Rosenfeld, illustrating his popular creative genius. Mr. Rosenfeld will be present and will speak. Open to public. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR "CLASSIC CORNER"

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Thursday Sept. 13 3:30 P.M.	FABRIC FASHION SHOW FOR PRESS & TEACHERS A joint fashion show of easy-to-make fashions by Advance Patterns and Macy's Fabric Center. For sewing teachers of Greater New York and the press, by invitation only. No others invited. Publicity: Dorothy DeGroat, CH. 4-2000, Ext. 2201.	R. H. MACY & CO. AND ADVANCE PATTERNS	PLAZA HOTEL GRAND BALLROOM
Sept. 15	NATIONWIDE EARLY CHRISTMAS MAILING CAMPAIGN (SEPT. 15-OCTOBER 15)		
Sept. 17	JEWISH DAY OF ATONEMENT (Monday) -- MARKET CLOSED		
Monday Sept. 17 1:00 P.M. Luncheon	"ROMANCE RECAPTURED": LUNCHEON FASHION SHOW Rosette Pennington will present her Edwardian dress collection, illustrating the realization of Victory in new romantic and feminine gowns. Open to public. Press by invitation. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	ROSETTE PENNINGTON INC. 10 EAST 56TH ST.	ST. REGIS HOTEL ROOF
Monday Sept. 17- Nov. 15	SPRING MARKET OPEN- INGS IN CALIFORNIA First lines will be cruise and resort wear. Many coat and suit lines may not be shown until the end of October or early November. Contact: Lyman Thompson, Executive Director, Associated Apparel Manufacturers; or Murray Goldstein, president, California Sportswear Guild.	ASSOC'D APPAREL MFRS. & CALIF. SPORTSWEAR GUILD	LOS ANGELES, CALIFORNIA
Tuesday Sept. 18 9:30 A.M. Breakfast	ANNUAL BREAKFAST FOR THE PRESS Showing of Macy's Fall Fashions at the annual Press Breakfast. Attendance by invitation only. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	R. H. MACY & CO. HERALD SQUARE	EXECUTIVE DINING ROOMS 13TH FLOOR
Tuesday Sept. 18- Sept. 21 12:00 P.M. Luncheons	DAILY LUNCHEON SHOWS: FALL MILLINERY WEEK Mid-winter millinery luncheon fashion shows will be held in the Cotillion Room, Hotel Pierre, on Tuesday through Friday during National Retail Fall Millinery Week. Showings will begin at 12:30 P.M.	MILLINERY STABILIZA- TION COMMISSION, INC.	HOTEL PIERRE COTILLION ROOM
	<u>Tuesday, Sept. 18</u> --Hats by Millinery Creators Guild: BERNICE CHARLES, HARRYSON HATS, G. HOWARD HODGE, EDGAR J. LORIE, MILGRIM, GERMAINE MONTABERT, JEANNE TETE, and VOGUE HATS.		
Wednesday, Sept. 19	B RAAGAARD EMME HELENE GARNELL LADDIE NORTHRIDGE MME. PAULINE SUZANNE REMY	Thursday, Sept. 20 ANITA ANDRA WALTER FLORELL GLADYS & BELLE MAGO HAYES FLORENCE REICHMAN	Friday, Sept. 21 HATTIE CARNEGIE LILLY DACHE PEG FISCHER JOHN-FREDERICS SALLY VICTOR
	Tickets: \$7.50 each. For reservations, contact: Millinery Stabilization Commission, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelly, MU. 2-2603.		
Tuesday Sept. 18 5:00 P.M. Cocktails	PRESS PREVIEW TO INTRODUCE NEW PRODUCT Lucien Lelong will introduce a new perfume and makeup to the press, strictly by invitation. Publicity: Peter Fink, EL. 5-1395.	LUCIEN LELONG	ST. REGIS HOTEL PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 18-	PACKAGING CONFERENCE FOR LOCAL MEMBERS	AMERICAN MANAGEMENT ASSN. (330 WEST 42ND STREET)	NEW YORKER HOTEL EIGHTH AVE. & 34TH ST.
Sept. 19	The first AMA Packaging Conference since March, 1944, with discussion of New Techniques of Functional Plastic Packaging; Postwar Packaging and the Designer; and other important packaging problems. Full conference fee for members, \$5.00; non-members, \$10.00. Contact: Alvin E. Dobb, BR. 9-6055.		
Wednesday Sept. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNegie (42 EAST 49TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 20 1:00 P.M. Luncheon	FUR PRESENTATION DURING LUNCHEON Maximilian presents his early Fall Collection of rare and precious furs. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Bonnie Donahue, PL. 3-1740.	MAXIMILIAN FURS, INC. (20 WEST 57TH ST.)	PLAZA HOTEL TERRACE ROOM
Thursday Sept. 20 2:30 P.M., 7:30 P.M.	WINTER WARDROBES FOR MISSES & JR. MISSES Showing of new winter wardrobes for misses and junior misses. Show repeated in Hearn's-Newark at 7:30 P.M. on Wednesday, Sept. 26. Press by invitation. Publicity: Helen Denson, Denson-Frey & Affiliates, MU. 3-3295.	HEARNS DEPT. STORE 5TH AVE. & 14TH ST.	5TH FLOOR AUDITORIUM
Thursday Sept. 20 4:30 P.M., 6:00 P.M.	INTRODUCING TUYA PERFUME The Para-Ti Corporation and Onondaga Silk Mills present the new Onondaga-Tuya "Conversation" Prints and Para-Ti products showing fabrics inspired by Para-Ti's Tuya perfume. Four distinguished designers have created resort fashions from the Tuya prints: Sophie Gimbel, Omar Kiam, Jo Copeland, and Emmet Joyce. Members of the Pan-American and Inter-American Societies are uniting with the Para-Ti Corporation in an effort to make this party a symbol of deeper friendship with Latin America in the post-war world. Press by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	PARA-TI CORPORATION	ST. REGIS HOTEL PENTHOUSE
Saturday Sept. 22 10:30 A.M.	BACK-TO-SCHOOL FASHION SHOW Namm's "All Girls Club" Fashion Show with a presentation of new back-to-school clothes. More details later. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
Sept. 23	FIRST DAY OF AUTUMN (Sunday - 4:50 A.M.)		
Monday Sept. 24 1:00 P.M. Luncheon	NEW FALL MILLINERY AT LUNCHEON SHOW The latest in new Fall millinery by Suzanne-Remy will be shown during luncheon. Open to public. Press by invitation. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	SUZANNE-REMY (24 EAST 64TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Sept. 25 3:30 P.M.	INTRODUCING MME. ETA'S FASHIONS FOR WOMEN Lord & Taylor presents Mme. Eta's new Fall Collection, which includes her new designs proportioned to small women. Press by invitation. Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR 5TH AVE. & 38TH ST.	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 25 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER COIFFURES A preview and reception for the press, showing Fall and Winter Coiffures. There will be 3 showings of the coiffures at 4:30, 5:00, and 5:30 P.M., including a finale of hairdo's with Sally Victor hats. Press by invitation only. Publicity: Eleanor Rowlands, Rowlands Associates, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE (33 W. 34 ST.)	WALDORF-ASTORIA LE PERROQUET SUITE
Wednesday Sept. 26 1:00 P.M. Luncheon	NEW FALL MILLINERY AT LUNCHEON SHOW Anita Andra will show her new Fall millinery creations during luncheon. Open to public. Press by invitation. Contact: Anita Andra, PL. 8-1809. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA (558 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 26 2:30 P.M.	FORMAL FALL FASHION SHOWING A formal showing of Fall suits, coats, furs, and millinery. More details later. Open to public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Wednesday Sept. 26 4:00 P.M.	PREVIEW: ARAKAC- MC CALL "HEART-WARMERS" An informal preview for the invited press of specially selected fabrics containing "Aralac" in the Sealtest Kitchen of the National Dairy Products Corp. Third edition of the "Heart-Warmers" demonstration, featuring Aralac fabrics in McCall patterns, will be held in 27 stores throughout the country beginning in September. There will be special window and interior displays and newspaper advertising. Publicity: Gwen McKenna, Tom Fizdale, Inc., MU. 2-6560.	ARALAC, INC. (DIV. OF NAT'L DAIRY PRODUCTS)	230 PARK AVENUE ROOM 1626
Thursday Sept. 27 12:30 P.M. Luncheon	FALL READY-TO-WEAR DESIGNERS' COLLECTION Presentation of Saks 5th Avenue's Fall Ready-To-Wear Designers' Collection during luncheon. Open to public. Press by invitation. Publicity: Helen Kauper, PL. 3-4000. Plaza Publicity: Bonnie Donahue, PL. 3-1740.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Wednesday October 3 1:00 P.M. Luncheon	RESUMPTION OF WEEKLY FASHION SHOWS AT THE HOTEL PIERRE, COTILLION ROOM Weekly Luncheon Fashion Shows, under the direction of Viola Shefer, with the opening fashion show under the auspices of Bundles For America, Inc. (Mrs. Eddie Rickenbacker, chairman). Mme. Sonia of Sonia-Gowns, Inc. (15 East 56th St.) will present a dramatic collection of her original creations. Open to public. Press by invitation. For further information, contact: Viola Shefer, PL. 3-3173.		
Wednesday October 3- Dec. 12	SIXTH FASHION TRAINING COURSE Sixth annual course, "Introductions To Careers In Fashions", sponsored by the Fashion Group, Inc., and consisting of ten 2-hour sessions from 7:30 to 9:30 P.M. with three key speakers at each session. These include top ranking experts in each phase of the entire fashion field, including selling, fabrics, public relations, advertising, radio, merchandising, and publications. Changes in the fashion picture, especially related to fabrics and patterns, will be fully detailed. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Early registration is suggested. Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BEEKMAN TOWER 5 MITCHELL PLACE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
October 7	NATIONAL FIRE PREVENTION WEEK		
Wednesday October 10 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON	MME. PAULINE (6 EAST 53RD ST.) Mme. Pauline presents her advance collection of Fall and Winter hats during luncheon. Open to public. Press by invitation. Fashion Show under supervision of Viola Shefer, PL. 3-3173.	PIERRE HOTEL COTILLION ROOM
Week Of October 14	EIGHTH ANNUAL NATIONAL LETTER WRITING WEEK	PAPER STATIONERY & TABLET MANUFRS. ASSN.	ALL OVER THE COUNTRY
	Theme: "Letters Are The Ties That Bind," with cash prizes for the best tie-up window displays. Contact: Edgar P. Eaton, Paper Stationery & Tablet Mfrs. Assn., 527 Fifth Avenue, MU. 2-1427.		
Beginning October 15	OPENING OF RESORT AND SPRING LINES	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	Complete collections covering the entire season will be shown, in accordance with the policy of showing only one line for each season. Members of the Sportswear Guild who will show their lines include: ADLER & ADLER, INC. KANE-WEILL ZOLTAN ROSENBERG DAVIDOW MUTUAL-ROSENBLUM CO. SPORT-CRAFT DAVID M. GOODSTEIN, INC. CHARLES W. NUDELMAN, INC. STAR-MAID DRESSES Contact: Bert Reinitz, LA. 4-5970.		
Tuesday October 16 12:30 P.M. Luncheon	CRUISE SHOWING FOR PRESS AND TRADE	FRANCES SIDER ORIGINALS	PLAZA HOTEL TERRACE ROOM
	Frances Sider presents her new Cruise Originals during luncheon. Press and Trade by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.		
Wednesday October 17 1:00 P.M. Luncheon	FALL FASHIONS, FURS AND ACCESSORIES	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
	A complete showing of Fall fashions during luncheon, along with the latest in accessories. Also, furs from The Tailored Woman's new fifth floor fur salon. Open to public. Press by invitation. Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Beginning Nov. 5	OPENING OF FOGA SPRING LINES	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	In accordance with the practice followed in recent seasons, the guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG FRED GREENBERG MORRIS & MARCUS ROSE BARRACK CO. JOSEPH HALPERT PARNIS-LEVINSON WILLIAM BASS DRESSES HORWITZ & DUBERMAN BEN REIG ANTHONY BLOTTA INTERNATIONAL DRESSES C. H. D. ROBBINS CAPRI FROCKS JUNIOR LEAGUE FROCKS PAUL SACKS ORIGINALS CARLYE DRESSES KAPLAN & GRABOIS MARTIN SIMON DEITSCH, WERSBA, COPPOLA SAMUEL KASS HERBERT SONDEHEIM FOX-BROWNIE LA RUE DRESSES STARR-NORMAN ED GERRICK DAVID LEONARD & LEVINE SUZANNE-AUGUSTINE A. GOODMAN MARY LEE, INC. HANNAH TROY INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Wednesday Sept. 5 . PREMIERE: "DUFFY'S TAVERN" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Paramount's musical comedy, based on the famous radio show of the same title, and featuring Ed Gardner as "Archie" himself, with Bing Crosby, Betty Hutton, Paulette Goddard, Alan Ladd, Dorothy Lamour, Eddie Bracken, Sonny Tufts, Veronica Lake, Victor Moore, and many other Paramount stars. Producer: Joe Sistrom. Director: Hal Walker. Costumes: Edith Head and Mary Kay Dodson. Publicity: Aileen St. John Brenon, BR. 9-8700.

Thursday Sept. 6 PREMIERE: "THE TRUE GLORY" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST. Columbia presents an Army documentary film, directed by Capt. Garson Kanin for the U. S., and Carol Reed for Great Britain. Produced by the Joint Anglo-American Film Planning Committee. Publicity: Hortense Schorr, BR. 9-7900.

Thursday Sept. 6 PREMIERE: "OUR VINES HAVE TENDER GRAPES" (Movie) RADIO CITY MUSIC HALL Based on George Victor Martin's novel "For Our Vines Have Tender Grapes", this MGM picture stars Margaret O'Brien, Edward G. Robinson, and James Craig. Director: Roy Rowland. Producer: Robert Sisk. Costumes: Irene, assisted by Kay Carter. Publicity: Herbert Crooker, BR. 9-7800.

Thursday Sept. 6 OPENING: "MR. STRAUSS GOES TO BOSTON" CENTURY THEATRE, 7TH AVE. & 59TH Produced by Felix Brentano, this new musical features George Rigaud in the role of Johann Strauss, the "Waltz King." The cast also includes Virginia MacWatters, Ralphe Dumke, Ruth Mattheson, and Lisette Verea, with Helen Kamara and Babs Heath as the premiere ballerinas. Original score by Robert Stolz. Book by Leonard Levinson. Lyrics by Robert Sour. Choreography by Edward Caton. Costumes designed by Walter Florell. Publicity: James Proctor, MU. 2-9147.

Monday Sept. 10 OPENING: "MAKE YOURSELF AT HOME" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY Comedy about a troupe of actors by Vera Matthews, produced by former Hollywood director and actor Johnnie Walker. The cast features Sally Eilers, Philip Huston, William Valentine, and Susan Jackson. Publicity: Zac Freedman, TR. 7-7036.

Tuesday Sept. 11 OPENING: "THE BOY WHO LIVED TWICE" BILTMORE THEATRE, 47TH ST. W. OF B'WAY A psychological mystery by Leslie Egbert and Gertrude Tubby under the stage direction of Paul Foley. Starring movie actress Claire Windsor. Settings designed by John Root. Produced by Hal Shelton. Publicity: Lawrence Anholt, BR. 9-2248.

Thursday Sept. 27 OPENING: "CARIB SONG" ADELPHI THEATRE, 54TH ST. W. OF B'WAY Dramatic all-Negro musical story of Trinidad, featuring Katherine Dunham and her troupe of dancers, with Avon Long, William Franklin, Harriet Jackson, Elsie Benjamin, and others. Produced by George Stanton with book and lyrics by William Archibald and music by Baldwin Bergerson. Director: Mary Hunter. Choreography: Katherine Dunham. Scenery designed by Jo Mielziner. Costumes by the Motleys. Publicity: Karl Bernstein, CI. 6-0427.

Sunday October 7 OPENING: BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST. S. Hurok's Ballet Theatre will have 5 new works added to the four-week repertory. Markova, Dolin, and Eglevsky will appear regularly throughout the engagement. Publicity: Gerald Goode, PL. 3-0820.